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*General Trade Edition*

# DIG & DUNG

WITH 1953 PRICES

Sales and Service Bulletin



BLUE LABEL DAHLIAS

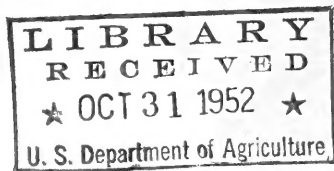


*Sure to Grow. Free from Disease. True to Name*

WAYLAND DAHLIA GARDENS

E. R. & H. M. RYNO, Props.

Wayland, Mich., U. S. A.



da

Attention Buyer or Advertising Manager



# DIG & DUNG

There is no soil, however barren and unproductive, that cannot, by well digging and dunging, be made fertile and prolific.—Adapted from Cervantes' DON QUIXOTE, Part II, Chapter XII.

## Sales and Service Bulletin

VOL. 20

WAYLAND, MICHIGAN U.S.A., SEASON OF 1953

NO. 1

### Dahlias For Fifty-Three

In our Bulletin last year we offered as our opinion regarding the dahlia situation this forecast: "We do not believe the total acreage in the United States available for 1952 trade will be as great as last year nor will prices be very much, if any, lower than last year." We all know that the demand for dahlias this past spring was probably as great as, if not greater than, at any time during the war when such demand was at its peak. Those of us who have kept close watch of the classified advertising columns in the leading newspapers of our trade also know that prices have not broken at any point during the entire season. This makes us feel quite certain that no surpluses have been carried over for planting this year and also makes us feel perfectly safe in repeating our last year's forecast for the season of 1953.

As our customers know, most of our trade is with the larger mail order seed and nursery houses. These people prepare their catalog copy early in the fall each year and naturally when preparing this copy they are placing contracts to cover their requirements for the coming season so they have their supplies assured before their catalog goes to press. Many of these contracts have already been received and most of the others will be in long before we start our harvest October 1st. To make it possible for these people to cover their requirements in advance without giving a definite order or investing money in stock before it is needed we many years ago inaugurated what we call our Reservation Order plan. Under this plan the customer estimates his requirements and we accept his tentative order for same and reserve stock for him until it shall be needed next spring. He is not obligated to take his entire reservation should business fail to meet expectations and he is protected against any drop in prices throughout the season. The plan absolutely insures his having stock available up to the quantity estimated and always at lowest prices prevailing at the time goods are needed and also insures

against his being left with any surplus which he would otherwise have to sell at a loss or plant out in his own fields to be sold another year thereby making it impracticable for him to change his list from year to year and keep up to date in the varieties he has to offer.

In addition to our mail order trade we have a very large trade with the jobbers and florists as well as other dahlia growers who, since they are not issuing a catalog do not have to buy so far in advance of the time they need their stock. These people will find our Reservation Order plan equally desirable to them as to the mail order men, because it will enable them to place their order in the fall while varieties are still available and yet with absolutely no deposit required to insure this stock being held for them until it is wanted next spring.

We have upwards of eighty acres of dahlias this year and we are sending our list to all of our customers early this season to enable them to make their selection early and thus be sure of their supply when planting season approaches.

We realize that with such an enormous quantity of dahlias as we should harvest this year we have a tremendous problem before us in the distribution and marketing of this crop. We should have plenty of roots to meet all demands but it is our principal interest now as it has been in the past to see that these roots are marketed with satisfaction and profit to our many customers. The dahlia is unquestionably the greatest of all fall flowers and it is also about the most easily grown of all flowers. They do well in every state in the Union and sell well through every method of merchandising — through mail order catalogs over the counter and at the nursery. They are never a glut on the market so prices have to be cut in order to dispose of them and they always sell at prices which leave as high profit as any horticultural subject. We do not believe you will find any line which sells more readily or at better profit than the dahlia.

I have before me a book on "The Elements of Marketing" by Paul D. Converse, the Associate Professor of Business Organization and Operation, University of Illinois, published by Prentice-Hall, Inc., New York. In this book on page 991 I notice a paragraph on "Advantages and Disadvantages of Advertising" which I am taking the liberty to quote as follows: "The chief advantage of advertising is the low cost of reaching a prospect. An advertisement can be placed before many prospective buyers for the cost of having a salesman make a single call. Advertising can make its appeal frequently while the calls of a salesman are generally relatively infrequent. Advertising also reaches prospects whom it would be difficult for salesman to interview because they are not interested. Advertising may reach them through newspapers, through the mail, or on the streets, and may attract their attention and arouse their interest. Advertising is thus important in doing the preliminary work of selling. The principal disadvantages are its lack of personal appeal and insistence; the ease with which it can be overlooked or ignored; its inability to answer questions or objection; and its weakness in closing sales."

I think Mr. Converse gives a very clear and true presentation of facts in this paragraph and I believe that it is of vital importance that every mail order advertiser gives careful consideration to the points Mr. Converse gives as the disadvantages of advertising, namely, "Its lack of personal appeal and insistence; the ease with which it can be overlooked or ignored; its inability to answer questions or objections; and its weakness in closing sales." These points can be overcome without great difficulty if advertising is well prepared. Personal appeal rests largely in the matter of illustration; insurance against its being overlooked or ignored rests in proper display; its inability to answer questions or objections in the proper preparation of copy and its weakness in closing sales in the matter of price or terms.

# DIG & DUNG

PUBLISHED BY

WAYLAND DAHLIA GARDENS

E. R. and H. M. Ryno, Props.

Wayland, Michigan

SEASON OF 1953

## Collections And Units

We have always believed strongly in offering dahlias in collections of three or more roots at a special price per collection as well as by listing them individually and selling by the single root. This gives the customer a perfectly balanced selection of types or colors and at the same time saves considerably on the cost of packaging and mailing.

There are really seven different shades of color among dahlias, as follows:—Red, Pink, Yellow, White, Lavender or Purple, Buff or Orange and Bi-color. In offering collections of dahlias these colors should be carefully blended and each collection should be made up about as follows:—

Collection of three roots—Red, Pink and Yellow.

Collection of four roots—Red, Pink, Yellow and White.

Collection of five roots—Red, Pink, Yellow, White and Lavender or Purple.

Collection of six roots—Red, Pink, Yellow, White, Lavender or Purple and Buff or Orange.

Collection of seven roots—All seven colors or shades.

Offered in such collections a minimum price of \$1. is possible and larger collections and better varieties can be sold at higher prices ranging up to \$5. or more and yet without being much out of line with prices such as are almost always charged by the leading growers from those who purchase their roots at such grower's fields during blooming time.

## FOR JOBBERS' TRADE

We are supplying many of the largest jobbers with roots which are suitable for packaging and selling through the retail trade. It is impossible for us to cut our prices on such stock in regular named varieties but by offering our assorted large flowering varieties under definite colors we have been able to meet the requirements of this trade to their complete satisfaction.

The colors we are offering for this particular trade are those most in demand and we can assure our customers of really wonderful values on this particular item at a uniform price of 5c per root, customers selection of color. No orders for less than 1,000 roots will be accepted at this price.

## For Advertising And Bargain Offers

We are probably the only growers in the country who is in a position to supply dahlias in quantities running up into the thousands or hundreds of thousands of roots for use as special advertising or premium offers and we have complete facilities for direct mailing of such offers when desired. If you are interested in this particular kind of a deal we shall be glad to quote on your specification.

## BOXED DAHLIAS

Our line of Boxed Dahlias for Counter Trade sold so well last year that we have decided to allot a considerably larger number of roots to this particular part of our line this year. We have added one more collection to our line and have revised the list of varieties in each number so our retail dealers will be able to offer the very finest dahlias in the world at prices which are less than those usually charged by the leading growers who specialize in retail sales. These collections are offered to our dealers at prices which will enable them to make larger profits on their dahlia sales than on any other item in their stores. All of these collections will be packed in uniform boxes under four color labels. Sample of the Series E or Exhibition Dahlia Collection is shown on page 7.

The complete list of varieties included in our line this year is as follows:—

SERIES A—is made up of unlabelled varieties, assorted types and colors, roots not individually wrapped. All other collections are made up of named varieties, each root wrapped and labeled, as follows:—

SERIES B-1—6 Beautiful Dahlias, include White Queen, art type, white; Red Chief, ball type, red; Libelle, cactus type, purple; Ellinor VanderVeer, decorative, pink; Countess of Pembroke, decorative, lavender; Yellow Colosse, decorative, yellow.

SERIES E-1—6 Decorative Dahlias, Avalon, yellow; Margaret W. Wilson, white and lavender; Rose Glory, pink; Sanhican's Monarch, rose purple; Mina Burgle, red; Sanhican's Bluebird, bluish.

SERIES E-2—6 Decorative Dahlias, Mrs. Geo. LeBoutillier, red; The Commodore, yellow; Marshall's Pink, pink; Kemp's White Wonder, white; Commando, lavender; City of Cleveland, orange.

SERIES H. R. 1—5 Honor Roll Dahlias, Mrs. Thomas Edison, red; California Idol, yellow; Pink Favorite, pink; Daddy Kemp, reddish purple; Sherwood's Peach, salmon buff.

Of course we reserve the right to change the varieties in these collections in case of crop failure of any of the varieties listed. In the event of such change we guarantee to use varieties of equal value and in all cases label will state exactly what varieties are included.

## Wrapped Dahlias For Counter Trade

This is another item in our list which has proved to be a very good seller and we think it will be found far more satisfactory to the dealer than bulk roots which deteriorate much more noticeably when placed in open air and light than they do when each root is wrapped and labeled. These roots will come in very fine varieties which should sell readily at 25c, 35c and 50c each and they cost you only 10c each which leaves a handsome profit even at the lowest price. See page 6 for further particulars on this item.

## HEADLINES IN ADVERTISING

The headline is a vital part in every ad—the part that attracts attention, arouses interest and incites further inquiry. To get the knack of writing a strong, catchy headline, take a copy of your daily newspaper, select a leading news item, cut off the headline and lay it one side, then read the news item over carefully and write your own headline. Compare this with the one used by the publisher and see how easy it is to get the "hang" of the thing. After a few trials you will be surprised at your own work in this line. Then apply it to your advertising copy and see if you don't get better results.

We should like to keep a file of our customers' dahlia ads and if you turn out something that seems to bring good results we should appreciate it if you would send us a clipping of the ad. Perhaps in a future issue we may find room to reproduce the best of these. The same applies to your catalog or any other literature you may issue that pertains to dahlias.

If we can be of any help to you in preparing your selling campaign, do not hesitate to call upon us.

ALWAYS REMEMBER  
BLUE LABEL DAHLIAS

ARE

Sure to Grow  
Free From Disease  
True to Name  
and THEY SATISFY

# PLEASE NOTE THESE POINTS

## QUALITY

Our dahlias are all grown on fertile, sandy loam and we believe the roots we produce are of the very highest quality you can possibly obtain. Our roots are not over large size as are those grown on clay and heavier soils and they are always clean, plump and fully matured and keep perfectly until planting season without rotting or shriveling.

## SERVICE

We believe the service we give our customers is as near perfect as is humanly possible. Orders are filled promptly, roots are carefully inspected before packing and we pack in light strong containers so they will reach you in perfect condition, yet without danger of injury in transit. We are equipped to put up roots in any special type package required and to ship direct to customers under your own label if so desired.

## INTEGRITY

We have been growing dahlias for many years and supply nearly all of the seed and nursery houses of national repute in the great midwest as well as florists and many nursery and seed houses in all parts of the United States. In all this time we have never yet received a complaint from any customer as to stock being of poor quality and not true to name. We try to impress on our customers the importance of considering this point of integrity of the grower when making connections for their supply.

## PRICE

Our prices are based on the actual cost of production regardless of what other growers may charge for the same variety. These prices are the same to all customers under the same conditions and will not admit of any further reduction in any case.

## RESERVATIONS

We are glad to book orders for stock to be reserved or held for shipment at a later date, without deposit or obligation on your part to take the stock so reserved, assuming of course that your reservation order is placed in good faith and that you will look to us for such part of stock reserved as you may actually require in filling your orders.

Where full reservation has not been taken by May 1st, we assume that any balance remaining uncalled for at that time will not be required and that we are at liberty to release same to other customers after that date unless definitely instructed otherwise. Where we are holding stock to be shipped direct as ordered, reservations hold good until June 1st, after which date no orders can be filled.

The fact of a reservation order having been accepted does not imply acceptance of credit.

## SMALL ORDERS

While we are pleased to receive small orders from those who may wish to try out our stock, or who may need some special items on which they are short or which may not be obtainable from their regular source of supply, we cannot accept orders for one or two roots only of each of an extended list of varieties. Remember, we do not accept retail orders and refer all retail customers to the regular retail trade.

## CREDITS

If total order amounts to less than \$50.00, please do not ask us to extend credit because it is impracticable for us to obtain special credit reports on customers whose orders are for less than that amount. If total order amounts to more than \$50.00, credit will be granted only when we consider same justified by report from commercial agencies.

No roots will be sold on deferred or installment payment plan and no further credit will be granted to those whose accounts are in arrears.

## EXCLUSIVELY WHOLESALE

We cater exclusively to the legitimate seed and nursery trade, and do not purposely send our prices and bulletins to any other person. Occasionally, however, these reach the hands of those who are not entitled to receive them. For the benefit of our customers, therefore, we wish to state that we do not consider a printed letterhead or business card as sufficient evidence of trade classification. If you are not listed in the regular trade directories, please send us a copy of your printed price list or other evidence that you are actually engaged in the business of selling stock in the seed, nursery or floral line.

## ORDER EARLY

In spite of the fact that every element of cost that enters into our product is going up — labor, paper, boxes and packing material, fuel, taxes, etc. — it will be noted that we have advanced prices on only a few items, while many others have been lowered considerably. We, therefore, urge our customers to get their reservation orders in early and thus greatly facilitate our handling of such orders during the shipping season.



# NET GROWERS PRICES FOR 1953

These prices apply only on orders for 10 or more roots of any variety. If less than 10 roots are ordered add 3c per root to cover additional cost of labelling and packing.

10% extra count is given in all cases—that is 11 for 10, 110 for 100, etc.,—except where roots are packed in special boxes or cartons ready for reshipment—to take care of any possible replacement claims and to help defray transportation charges. This extra count is figured on even multiples of ten only.

As packed for shipment roots weigh approximately 15 lbs. per hundred.

All our stock is absolutely dependable, field grown from roots — not plants — planted early, carefully rogued and fully matured before dug. Stored under ideal conditions, all roots are fresh and plump, carefully cut, trimmed and sorted by expert cutters — no haggling, no broken necks, no culls — every root with a good eye, full of vitality and sure to please your most exacting customers. No stunts, mosaic or diseased plants in our fields, and no junk or untried varieties in our list.

For individual wrapping and labelling add 1½c per root to prices given.

## LARGE FLOWERING TYPES

(A) Art or Peony-flowered      (B) Ball or Show      (C) Cactus      (D) Decorative

Some varieties are short crop, other varieties are being withheld to increase stock, and still others were completely sold in the field before going to press. Such varieties are described as "out for this year" and while we are including them in our list this is done merely as a matter of record and under no condition can we supply even small quantities of them until another season.

### At 4c Each

MIXED—Every year at planting time our third and last sorting of planting stock is thrown into one lot and planted as Mixed. This lot represents at least a few roots of almost every variety in our list of Large Flowering Dahlias, and because of the fact that there are such limited quantities of each of the many varieties represented no effort is made to reclaim these varieties at digging time. This mixture is undoubtedly the finest and most varied assortment of dahlias ever offered and should make a most attractive Special Bargain Offer feature for your catalog. If desired, we can pack these roots in lots of 6 or 8 in a special corrugated slide box, 5x6x2½ inches, at 5c per box extra.

### At 5c Each

MIXED BY COLOR—This item is made up from surpluses in our named varieties, and is intended especially for Jobber's Trade. Not less than 1,000 roots of a color can be supplied under this offer. Available in Red, Pink, Yellow, White and Lavender.

### At 6c Each

Aurore (A) Orange salmon  
Camille Franchon (A) Red lighter tip  
Geisha (A) Yellow and red  
Perfect Beauty (A) Red and white  
Queen Wilhelmina (White Queen) (A) Pure white  
Sweetheart's Bouquet (A) Salmon rose and fawn  
A. D. Livoni (B) Pink  
Bonnie Blue (B) Bluish  
Floral Park Jewel (B) Red tipped white  
Lucy Fawcett (B) Yellow tinged rose  
Mary Helen (B) Yellow  
Maude Adams (B) White flushed pink  
Mrs. C. D. Anderson (B) Crimson mauve  
Orange Ball (B) Orange  
Purple Ball (B) Purple  
Red Chief (B) Bright red  
Schampel's Ball (B) Buff tipped white  
Storm King (B) White  
Stradella (B) Rose purple  
Tillamook (B) Light pink  
Vivian (B) White tipped purple  
Yellow Duke (B) Yellow  
Bertha Horne (C) Bronzy Yellow  
Bride's Bouquet (C) White  
Celia (C) Lavender pink  
Emily Russell (C) American Beauty red  
J. H. Jackson (C) Maroon  
Lawine (C) White tinged lavender  
Libelle (C) Royal purple  
Perle de Lyon (C) White  
Rene Cayeux (C) Brilliant red

Agnes Haviland (D) Rose pink and yellow  
Countess of Pembroke (D) Lavender  
C. P. R. (D) Cream overlaid purple  
Darlene (D) Shell pink  
Delice (D) Pink  
D. M. Moore (D) Maroon, almost black  
Doazon (or Big Gus) (D) Orange scarlet  
Dr. Tevis (D) Salmon pink  
Dorothy Sager (D) Salmon and orange  
E. T. Bedford (D) Purple tinged silver  
Flamingo (D) Pink  
Mrs. J. Harrison Dick (D) Yellow and pink  
Purity (D) White  
Spirit of St. Louis (D) Large reddish purple  
Yellow Colosse (D) Yellow

### At 7c Each

Cleopatra (A) Dull gold  
Diana (A) Scarlet. This is the true Marean Diana  
Rosalia Styles (A) Pink  
Etenard de Lyon (C) Lavender  
Gay Paree (C) Golden bronze suffused red  
Scaramouche (C) Large Indian red  
Aida (D) Maroon  
Avalon (D) Yellow  
Catherine Wilcox (D) Pinkish white tipped red  
Ellinor VanderVeer (D) Glowing rose pink  
Harry Mayer (or Blue Moon) (D) Pale Roselyn purple  
Iowa (D) Maize tipped pink  
Judge Alton B. Parker (D) Yellow buff  
Le Toreador (D) Brilliant red



Margaret Woodrow Wilson (D) Creamy white suffused pink  
 Pride of California (D) Red  
 Purple Manitou (D) Purple  
 Rosa Nell (D) Deep rose pink  
 Sanhican's Bluebird (D) Large bluish  
 Silver Sheen (D) Lavender  
 White President (D) White  
 Zion's Delight (D) Large deep red

## At 8c Each

Charlotte Caldwell (B) Large orange  
 Bashful Giant (or Apricot Giant) (D) Apricot and amber  
 Barbara Redfern (D) Large gold and rose  
 Charlotte Alexander (D) White tipped red  
 Gallant Fox (D) Red  
 Gertrude Brinton (D) Red  
 Hillcrest Mandarin (D) Large red and yellow  
 Jean Kerr (D) White  
 Mina Burgle (D) Red  
 Mrs. I. de Ver Warner (D) Orchid lavender  
 Oyster Bay Beauty (D) Large oxblood red  
 Pride of Stratford (D) Best large red orange  
 Rock Red (D) Red  
 Rose Glory (D) Rose lavender  
 Sanhican's Monarch (D) Large Tyrian rose center, lighter tips.  
 The Commodore (D) Most dependable giant yellow informal

## At 10c Each

Monmouth Champion (D) Flame red  
 Nanaquaket (D) Large pink  
 Penn Charter (D) Huge buff tinted apricot  
 Rose Fallon (D) Giant old gold  
 Snowdrift (D) Large white  
 The Governor (D) Large yellow formal

## At 12c Each

Blue River (D) Huge bluish  
 City of Cleveland (D) Large orange suffused red  
 Clara Carder (D) Large cyclamen pink  
 Commando (D) Large lavender  
 Fred Springer (THE GREAT KILLY-LIEU or BEDDING or HEDGING DAHLIA) (D) Brilliant red  
 Jane Cowl (D) Bronzy buff and salmon  
 Jersey's Beacon (D) Scarlet and buff  
 Jersey's Beauty (D) Pink  
 Josephine G. (D) Pink  
 Kemp's White Wonder (D) Large white  
 Kentucky (D) Salmon sport of Jersey's Beauty  
 Marshall's Pink (Marie) (D) Light pink  
 Mrs. Geo. Le Boutillier (D) Finest large red  
 Omar Khayyam (D) Large red and orange  
 Oriental Glory (D) Cadmium orange  
 Purple Fluffy Ruffles (D) Purple  
 Sagamore (D) Apricot buff  
 Wm. H. Hogan (D) Large red and white bi-color  
 Zadig (D) Golden buff

## At 15c Each

Gov. Heil (C) Orange  
 Miss Belgium (C) Coral  
 Star of Bethlehem (C) White  
 Arcturus (D) Scarlet and gold  
 Autumn Sunset (D) Large yellow tinted red  
 Delwood's Glorious (D) Deep pink  
 Detroit (D) Rich red

Elleanor Radell (D) Rose pink  
 Girl of Hillcrest (D) Golden buff  
 Hillcrest Sunset (D) Autumn shade  
 Jersey's Sovereign (D) Salmon orange  
 Jimmy Foxx (D) Henna  
 Kilgore's King (D) Large yellow shaded pink  
 King Alfred (D) Red with light reverse  
 Robert Scott (D) Autumn shade  
 Sharazad (D) Large pink  
 Thomas A. Edison (D) Royal purple  
 Wenning's White (D) White

## At 20c Each

Osa Helen (C) Huge American Beauty red  
 Betty Zane (Pink Favorite) (D) Large pink  
 California Idol (D) Large light yellow  
 Carl G. Dahl (D) Large apricot and buff  
 Daddy Kemp (D) Huge reddish purple  
 D-Day (D) Pink  
 Dorothy Ward (D) Large lavender  
 Eva Martin (D) Fine pink  
 George A. Relyea (D) Orange tipped white  
 Incandescent (D) Bronzy yellow and pink  
 Jersey's White Beauty (D) White  
 Kilgore's Purple (D) Purple  
 Miss Oakland (D) Large pure white  
 Montebello (D) Violet crimson  
 Mrs. Thomas A. Edison (D) Red with lighter reverse  
 Mrs. W. Keene (D) Yellow  
 Pink Profusion (D) Pink  
 Red Sunset (D) Red  
 Sherwood's Peach (D) Giant bright salmon buff  
 The Fireman (D) Bright red  
 Twilight (D) Pinkish lavender  
 Wotana (D) Orange  
 Wm. G. Wyllie (D) Large yellow, buff and pink  
 Zant's Pink (D) Dark pink  
 Zant's Purple Beauty (D) Fine large purple  
 Zant's White (D) White

## At 25c Each

Amelia Earhart (C) Autumn shade  
 Alice May (D) Fine large white  
 Col. Lewis (D) Large deep pink  
 Glamour (D) Large purple  
 Kemp's Great Eastern (D) Huge orange gold  
 Kemp's Monarch (D) Reddish orange  
 Kemp's Glamorous (D) Large yellow and pink  
 Kindig's Purple (D) Latest, largest, loveliest purple  
 Link's Gorgeous (D) Yellow overlaid pink  
 Maffie (D) Red  
 Massasoit (D) Pink  
 Monarch of the East (D) Huge golden buff  
 Oakleigh Monarch (D) Large cerise red  
 Ogden Reid (D) Huge informal pink  
 Premier's Winsome (D) Huge light pink  
 Victory (D) Large salmon pink

## SMALL FLOWERING TYPES

While our planting of Pompons and Miniatures is still quite limited, our plants at the date of this writing (July 15th) are looking very fine and should give us a crop sufficient to take care of those of our customers whose catalog circulation is not over 200,000 copies. Our planting stock this year was entirely of our own growing and we, therefore, can feel certain that it is absolutely true to name and free from disease.

### Pompons At 10c Each

Amber Queen (P) Apricot and amber  
Bobby (P) Plum  
Dee Dee (P) Lavender  
Darksome (P) Maroon  
Edith Mueller (P) Gold edged orange  
Fascination (P) Pink  
Joe Fette (P) White  
Johnny (P) Red  
Jonkheer C. Van Sitters (P) Yellow tipped orange  
Mary Munns (P) Lavender  
Morning Mist (P) White suffused lavender  
Phyllis (P) Purple  
Rosalie (P) White suffused pansy purple  
Rosa Wilmouth (P) Pink  
Spy (P) Bright red  
Sunbeam (P) Red with yellow base  
Yellow Gem (P) Yellow

### Miniatures At 10c Each

Baby Royal (M) Salmon pink  
Blue Eyes (M) Bluish  
Buckeye Baby (M) Golden buff  
Corinna (M) Deep yellow  
Diana Jean (M) Light yellow  
Fairy (M) Tiny Jersey's Beauty pink  
Orchid Lady y (M) Orchid lavender  
Princess Alba (M) White  
Sylvia (M) Cherry red  
White Fawn (M) White

### Mixed Pompons and Miniatures at 5c Each

We shall have a few thousand roots of Mixed Pompons and Miniatures available. This mixture will be especially desirable for Florist's planting and Bargain Offers.

## Wrapped Dahlias

### 1953 ASSORTMENT

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FOR COUNTER TRADE

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**100 Roots, not less than ten good varieties, which should sell for 25c, 35c and 50c each, every root wrapped and labelled (Order 1953 Assortment) - \$10.00**

All stock in this assortment is strictly high class and in order to enable you to guarantee same to your customers, we give 10% extra count to take care of any replacement claims. A liberal supply of cultural leaflets and such advertising matter as may be available will be included with each assortment.

**Get Your Reservation Order In Now**

Stock to be Shipped When Needed

## Wayland Dahlia Gardens

**Largest Dahlia Growers In The World**

E. R. and H. M. Ryno, Props.

**WAYLAND**

**PHONE 3661**

**MICHIGAN**

Exact size of box 5 x 6 x 2½ inches.  
Retail for \$1.00 to \$3.75 per box.

Five different collections.  
Packed 12 boxes per case.

## W BLUE LABEL DAHLIAS W

*Sure to Grow. Free from Disease. True to Name*



## EXHIBITION 6 DAHLIAS 6

### SERIES E-2

Comprising the following decorative varieties,  
each root wrapped and labeled:

MRS. GEO. LE BOUTILLIER, Huge red  
THE COMMODORE, Mammoth yellow  
MARSHALL'S PINK, Large pink  
KEMP'S WHITE WONDER, Largest white  
COMMANDO, Huge lavender  
CITY OF CLEVELAND, Large orange

**Complete Cultural Directions Inside**  
*Grown where Dahlias Grow best*

## BOXED DAHLIAS For Counter Trade

**Series A-1—6** roots of large-flowering dahlias, assorted types and colors, not labeled individually.  
\$3.60 per case (30c per box). Retail for \$1.00.

**Series B-1—6 Beautiful Dahlias**—1 art type, 1 ball type, 1 cactus type and 3 decorative type. Each  
root wrapped and labeled. \$6. per case (50c per box). Retail for \$1.50.

**Series E-1—6 Exhibition Dahlias**, all decorative type, each root wrapped and labeled. \$7.20 per  
case (60c per box). Retail for \$2.

**Series E-2—6 Exhibition Dahlias**—of finest varieties grown—each root wrapped and labeled. \$9.  
per case (75c per box). Retail for \$2.50.

**Series H. R. 1—5 Honor Roll dahlias**—latest, largest and finest varieties, each root wrapped and  
labeled. \$12. per case (\$1. per box.) Retail for \$3.75.

Retail prices suggested above are not arbitrary and dealers are permitted to sell at prices to meet local demands.

For list of varieties included in each of above collections see page 2.

Wayland Dahlia Gardens

Phone 3661

Wayland, Michigan

# Get Your Reservation Order in Early

While we have more than a million plants this year with a total of about seven-hundred different varieties, many varieties are still limited as to quantity available for 1953. We, therefore, urge all our customers to estimate their requirements and advise us as early as possible so we can enter their Reservation Orders to cover their needs for 1953. After our crop is booked up we cannot accept any further orders this year. To avoid disappointment send us your order without delay. No deposit required.

## WAYLAND DAHLIA GARDENS

Home of a Million Dahlias

Wayland

Phone 3661

Michigan

## Terms and Conditions

Not less than 10 roots of any variety will be supplied at the prices quoted in this list, and no wholesale orders will be accepted from parties not actually engaged in the florist or seed and nursery trade.

Boxed Dahlia Collections are packed in cases of 12 boxes and no broken cases can be supplied.

While we seldom fail to complete accepted orders, we reserve the right to omit any part of order where unexpected or unavoidable shortage of any variety occurs.

We do not substitute unless specifically instructed to do so.

With our Boxed Dahlias we reserve the right to substitute equal or better varieties in same type and color, in any collection, in case an unexpected shortage of any variety occurs. Where such substitution is made label will be altered accordingly so it will at all times show exact contents.

All orders shipped at purchaser's expense and risk, and although we exercise every precaution to pack roots safely against freezing, we do not guarantee against damage in transit.

All shipments bear Certificate of Inspection issued by our State Department of Agriculture; but it is distinctly understood that customers must assume all risk in regard to the entomological requirements of their respective states.

Always state time and mode of shipment, otherwise we will use our best judgment, but without assuming any responsibility in the matter.

No extra charge made for packing and delivery to carrier, except where roots are put up in special packages for resale.

Claims for rejections, errors or omissions must be made within ten days after arrival of goods.

**GUARANTEE**—While we exercise the greatest care to have all stock true to label, and hold ourselves prepared to replace, on proper proof, all that may prove untrue, we do not give any warranty, expressed or implied, and in case of any error on our part, it is mutually agreed between the purchaser and ourselves that we shall not at any time be held responsible for a greater amount than the original purchase price of the stock.

**TERMS**—Unknown persons should send either cash in full or 25% with order, balance C.O.D. Parties whose credit is approved may order roots shipped any time after Dec. 1st and invoice for same will be made payable the 10th of the second month following date of shipment. No goods can be shipped on open account where amount of order is less than \$25.

**REFERENCE**—As to our responsibility, we refer to the Commercial Agencies or the Wayland State Bank, Wayland, Michigan.

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